To: Young, Mark
From: Mallardi, J
Posted: 2/3/98 8:20
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Subject: PROMOTION ASSESSMENT

HELLO MARK

PROMOTION ASSESSMENT FROM THE DIRECT ACCOUNT LEVEL.

OVERALL THERE ARE VERY FEW ISSUES WITH THE FOLLOWING, IN MY DIRECT ACCOUNTS.
1-PACKING
2-BILLING
3-REPORTING
4-VAP PAYMENTS

HOWEVER THERE IS CONCERNS ABOUT MEETING EXECUTION TIME FRAMES DUE TO FACTORS OUT OF THERE CONTROL.
EXAMPLE, REFUSED / RETURNED DEALS. I ASSURED ALL DIRECT ACCOUNTS THAT THEY WOULD NOT BE PENALIZED FOR ANY PARTNERS PAYMENTS AS LONG AS THEY OFFERED THE PROMOTIONS TO ALL ACCOUNTS ON THE VAP LIST (IN A TIMELY MANNER), AND REPORT BACK TO ME WHICH ACCOUNTS REFUSED / RETURNED THE DEALS. TO DATE IT SEEMS PARTNERS CATEGORY III HAS MADE OUR PROMOTIONS MORE TOP OF MIND IN THE DIRECT ACCOUNTS

EXAMPLE OF JANUARY WINSTON .70c OFF 2 PACK PROMOTION.
FROM THE FEEDBACK AND MY OBSERVATIONS IN THE DIRECTS ABOUT 15% OF THE JANUARY WINSTON PROMOTION WERE REFUSED (WHICH FROM PAST PROMOTIONS IS NOT BAD). REASONS MOST COMMONLY MENTIONED.

1-RETAILER ALREADY HAD / OR WAS RECEIVING PROMOTED PRODUCT THAT WAS IN THE VAP DEAL.
2-DID NOT KNOW ABOUT THE PROMOTION. WHO ORDERED IT?
3-BRAND STYLES WERE AN ISSUE. (MOSTLY WITH DORAL DEALS).

RECOMMENDATIONS TO ADDRESS SOME OF THE PROBLEMS MENTIONED.

1-REDUCE / ELIMINATE PROMOTING THE BRANDS / STYLES DURING THE MONTH THAT A PARTICULAR VAP PROMOTION IS DUE.
2-ADD VAP DISPLAY SECTION TO PREBOOKING FORM. THIS COULD ADDRESS THE FOLLOWING.
- MAKE THE REPS / RETAILER AWARE OF THE PROMOTIONS (HAVE TO WRITE IT ON THE FORM).
- IF THE RETAILER DOES NOT WANT THE VAP DEAL, THEY DO NOT RECEIVE THE PROMOTED PRODUCT (PREBOOK).
- HELPS THE REP. NOT TO PREBOOK / OVER PREBOOK THE BRANDS THAT WILL BE IN THE VAP DEALS.
- WOULD HELP IMPROVE BOTH EFFECTIVENESS AND IMPACT OF OUR MONTHLY PROMOTIONS FROM BOTH RETAIL AND DIRECT ACCOUNTS.
3-REPS. COULD LEAVE A QUARTERLY CALENDAR TAPED TO OUR DISPLAYS INFORMING THE RETAILER OF WHAT PROMOTIONS ARE DUE WHICH MONTH.

I WILL KEEP YOU POSTED AS I GET FEED BACK FROM OTHER PROMOTION.

JIM MALLARDI

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Source: https://www.industrydocuments.ucsf.edu/docs/pfdp0000